

Message Text

UNCLASSIFIED POSS DUPE

PAGE 01 STOCKH 01821 291401Z

47

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

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R 291146Z APR 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 1874

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 1821

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: APPAREL JEEP.

REF: WASHDC USDOC 6009

FOR BIC/OIM

1. IN ADDITION TO 8 PARTICIPANTS LISTED IN REFTEL WE HAVE PA
FOR ACACIA L. GUERRA APPAREL REPRESENTATIVE. DOES HE SEEK REP.?
WHICH COMPANIES DOES HE REPRESENT?

2. AGENCY FINDING WILL BE MOST IMPORTANT PART OF PROMOTION FOR
THIS EVENT. THEREFORE IT IS ESSENTIAL WE GET AT LEAST 40 SETS
OF BROCHURES FOR EACH PARTICIPANT SOONEST. WE JUST RECEIVED
PRODUCT LITERATURE FOR BARBIZON.

3. ON BEHALF OF AMERICAN ARGO WHO SEEKS LICENSEEE STC CONTACTED
AB EISER, MANUFACTURER OF KNITTED GOODS EMPLOYING 3,200. THE
COMPANY IS POTENTIALLY INTERESTED BUT WANTS ADDITIONAL INFORMA-
TION. PLEASE URGENTLY ASK ARGO TO SEND STC A) SAMPLES TO ENABLE
EISER TO CHECK THAT THEY ARE EQUIPPED WITH SUITABLE MACHINES;
B) AN OUTLINE OF THE AGREEMENT ARGO HAS IN MIND, IF POSSIBLE
AND DESIRABLE OF PRESENT STAGE; C) BROCHURES AND RELATED MATERIAL
SHOWING DESIGN OF A REPRESENTATIVE PART OF ARGOS LINE; AND D)
COMPANY INFORMATION IN THE FORM OF ANNUAL REPORT OR SIMILAR

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PRESENTATION. STC NEEDS FOUR SETS OF THIS MATERIAL FOR CON-
TACTING ADDITIONAL POTENTIAL LICENSEES.

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